



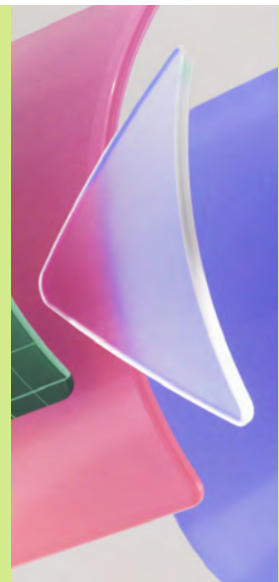
Elevate Digital Experiences for Frontline Workers

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This content is for...

...business leaders, managers, and decision-makers looking to integrate frontline workers into their organization’s digital transformation efforts and align technology with these employees’ specific needs and roles.



How the right digital technology can transform the frontline worker experience

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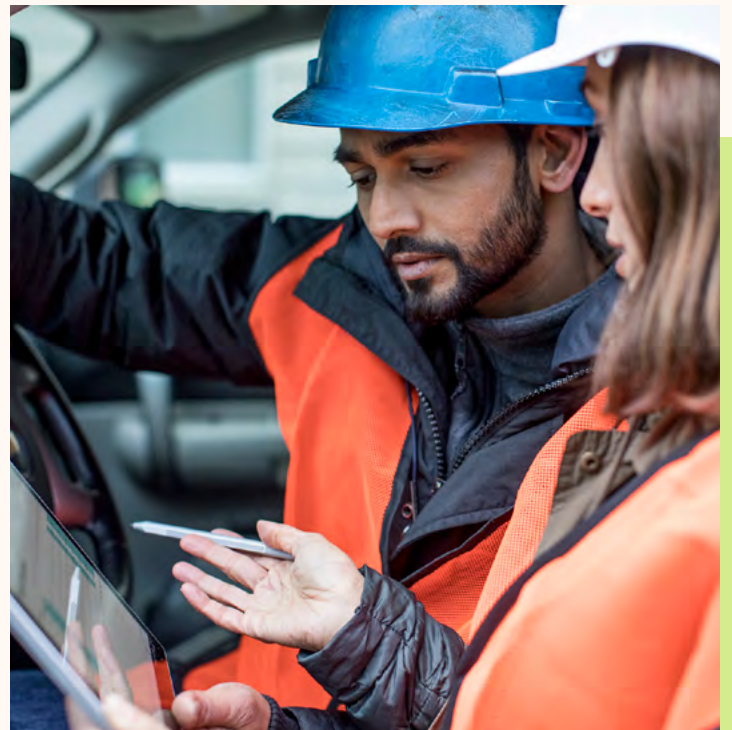
of all frontline workers say they do not have the right technological tools to do their job effectively.¹

Frontline workers make up the vast majority of the global workforce. They perform essential roles in healthcare, utilities, manufacturing, logistics, and more. Unlike information workers, they often lack robust, integrated technology that supports collaboration, productivity, and engagement. Instead, they get by with siloed, single-purpose solutions, outdated tools, and manual processes. They also face fragmented communication channels and are hampered by information silos.

Decision-makers increasingly look to bridge this gap by deploying an integrated platform. Doing so gives frontline workers comprehensive tools that enable seamless collaboration, communication, and productivity with other roles across the business. A unified platform also streamlines security protocols,

making managing and securing sensitive data across the entire workforce easier.

It's also important to consider how the needs of frontline workers differ from those of information workers—the tasks they perform, the devices they use, and even how they schedule their work. The ability to tailor experiences to real-world needs will impact the ROI of any technology you choose.



Consistent yet adaptable

Microsoft 365 empowers frontline workers with a unified digital experience for collaboration and simplicity and is customizable for specific needs. For example, Microsoft Teams enables frontline workers to chat, manage tasks, and access information from a single pane of glass on any device. At the same time, they can easily customize the experience to highlight the most relevant information and capabilities.

Frontline workers can quickly adopt the tools, while IT teams find it simpler to manage and secure. Using purpose-built capabilities in a single platform ensures that everyone in your workforce has precisely what they need to excel.

Microsoft 365 for frontline workers can be deployed, managed, and secured using the same tools as Microsoft 365 plans for information workers. This unifies the workforce in one collaborative environment while simplifying IT management and security.

In this e-book, we'll start with best practices for understanding and meeting the needs of frontline workers, helping to drive adoption and ROI. Then, we'll examine specific areas where digital transformation can help, including:

- **Communication and collaboration**
- **Employee experience**
- **Efficiency and productivity**
- **Security and compliance**



Best practices for driving adoption and ROI

Based on the experiences of Microsoft and its customers, the following tips can help support the successful adoption of digital tools for frontline workers.

- 1. Capture real-world experiences:** The best ideas for improving work often come from employees. Direct dialogue empowers them to share their concerns and insights so you can prioritize the features that matter and will get used, driving adoption and ROI.
- 2. Identify measurable goals:** Choosing quantifiable outcomes will help you understand the effectiveness of digital investments and where you should focus your efforts. Examples include engagement with company communication, scheduling coverage, security incidents, or process consistency.
- 3. Offer tangible improvements:** In many cases, frontline workers are used to getting by without integrated digital tools and may be hesitant to adopt something new. Start by prioritizing capabilities that help employees overcome their most pressing challenges in ways that are intuitive and easy to use.
- 4. Choose unified solutions:** Frontline workers often face time pressure and stressful conditions—they don't have time to juggle apps and passwords. A unified platform makes it easier for them to get what they need immediately to stay productive and focus on critical tasks. It can also encourage adoption by enabling them to start with specific high-value features like scheduling and adopt other tools as they discover them.



Communication and collaboration:

Why it matters

95% of frontline workers say the quality of workplace communication is an essential aspect of their job, but only 35% say they are very satisfied with the current quality of workplace communication.²

Effective communication helps employees stay engaged and up to date with the latest information.

- **Fast fixes:** Frontline workers can quickly share information and make decisions in a unified digital environment. This reduces downtime and leads to more efficient operations.
- **Culture connection:** Improved communication fosters a sense of belonging and enhances alignment with the company's values and goals.
- **Tailored information:** Clear and targeted communication is crucial for aligning a diverse workforce with organizational goals and ensuring safety and efficiency on the job. By tailoring the flow of information from corporate to regional and local levels, you can minimize information overload and make every message count.

How to make it happen

Effective frontline communication is within reach using these best practices.

Choose a solution that is easy to configure for varying needs: Frontline workers often don't have time to search for what they need. Put relevant information and role-specific tasks at their fingertips with Teams home experience and SharePoint.

Enable a single platform for teamwork:

Collaboration among all employees is made easy with chat, email, calling, channels, and file sharing on a common platform.

Deliver the right messages to the right people:

Ensure that each frontline worker receives only the most relevant and essential information. Distribute corporate news using Viva Engage and Teams Live Events, streamline regional updates through Viva Connections and SharePoint, or reach out to specific local groups using Teams.

Target, measure, and improve communications:

63% of frontline workers say messages from leadership often get lost and do not reach them.³ Use analytics to gauge the effectiveness of your communication channels. Viva Engage, Viva Amplify, and SharePoint can give you insights to refine your strategy and target your messaging more effectively.

Elevate the employee experience:

Why it matters

Highly engaged employees are 12x less likely to leave their company than those not engaged.⁴

Frontline workers gain satisfaction from a job well done, being part of a connected team, and understanding their work's impact on the company's success. By connecting them with a digital platform, you can help them achieve their best and understand the impact of what they do. Improving the frontline worker experience can positively influence your ability to attract and retain the best talent.

- **Recruitment:** A focus on the employee experience makes your company attractive to potential hires, increasing the quality of your talent pool.
- **Retention:** A supportive environment helps reduce turnover rates. Workers who don't feel supported are four times as likely to leave as those who do.⁵
- **Engagement:** When employees see growth pathways and know they are valued, their engagement levels rise, leading to higher productivity and job satisfaction.

How to make it happen

62% of all frontline workers say that leadership does not prioritize building workplace culture, and 32% feel their voice is not heard when communicating workplace issues.⁶

Like any employee, frontline workers want to feel like they are valued team members and that leaders are listening to their ideas and concerns. Microsoft 365 creates more opportunities for communication and community-building.

Drive dialogue: Two-way communication makes frontline workers feel empowered and understood. Microsoft Teams emphasizes multidirectional communication and fosters open discussions.

Build a better workplace culture: 68% of frontline managers say leadership does not prioritize building workplace culture. Overcome this barrier with tools in Microsoft 365 that simplify building communities aligned to shared interests and functions.

Prioritize accessibility: Promote inclusivity with multilingual support, recorded playback, and accessibility features embedded across Microsoft 365. This removes barriers to engagement and encourages active participation from your frontline staff.

Operate efficiently:

Why it matters

62% of frontline workers believe that technology to streamline or simplify tasks would improve their day-to-day jobs.⁷

Digital tools simplify tasks and free time for core job activities. They also deliver real-time data for informed decision-making. The result is enhanced operational efficiency across your organization.

- **Increased customer satisfaction:** Streamlined operations lead to faster service and better customer experiences.
- **Reduced costs:** Efficiency cuts down on waste, reducing operational costs.
- **More focus on value-added activities:** When mundane tasks are automated, frontline workers can focus on tasks that add more value to the business.

How to make it happen

Frontline managers and workers can be more productive with tools that proactively help them manage information, tasks, and schedules.

Automate repetitive tasks: Free employees to focus on higher-value tasks by transforming manual processes into intelligent workflows. Manage tasks immediately with the Tasks app in Microsoft Teams or customize a business process using Power Apps.

Empower people with scheduling visibility and flexibility: 85% of frontline workers say flexible schedules are crucial, and 46% would be more likely to stay with their current employer if offered more flexibility.⁷ With the Shifts app, frontline employees can enhance schedule management with the ability to swap shifts, request time off, and clock in and out all in one place.

Strengthen security:

Why it matters

Three-year, risk-adjusted present value (PV) quantified benefits for the composite organization include avoided security breach costs totaling over \$590,000. Providing a large and often geographically dispersed pool of frontline workers with access to even limited sensitive data can add to an organization's risk profile, but advanced security features available on Microsoft Teams significantly mitigate that risk.⁸

Frontline managers and workers often lack company-provided email, messaging, and file-sharing apps. As a result, they may rely on less secure consumer apps that are outside IT control. By giving them enterprise-grade solutions for these needs, you can:

- **Reduce the risk of costly breaches:** Unmanaged devices increase the risk of data breaches. The ability to manage sensitive data and company- and worker-owned devices in one solution mitigates data risk.
- **Gain visibility:** Enhanced security provides insight into devices and data use, allowing more effective monitoring.
- **Simplify IT:** A robust and unified security strategy can streamline IT operations, making management easier and more efficient.

How to make it happen

Using Microsoft 365, your IT team can manage technology for frontline and information workers through one platform for greater simplicity, visibility, and security.

Simplify security: Manage identities, devices, and apps in one place with end-to-end security in Microsoft 365.

Defend against threats across your organization: Detect and respond to attacks like phishing and ransomware across identities, emails, apps, and endpoints. Reduce the likelihood of data breaches by quickly restricting compromised users.

Identify and mitigate data risk: Classify data and detect security risks in messages, emails, files, apps, and devices using Microsoft Purview.

Reduce login fatigue and digital sprawl: A unified digital identity through Microsoft Entra enables frontline workers to access necessary tools, even when moving among different devices.

Give your frontline workers the tools they need—and want

391%

Adding Microsoft 365 for frontline workers delivered a three-year 391% ROI with a payback period of fewer than six months through enhanced manager productivity, reduced errors, improved customer experience, reduced security breach costs, and other savings.⁸

Most frontline workers are already sold on the benefits of digital transformation: 63% are excited about the opportunities that technology creates.⁶ With Microsoft 365, you can empower them with tools designed specifically for their needs, managed and secured alongside Microsoft 365 for information workers.



Sources:

¹[“Technology Can Help Unlock a New Future for Frontline Workers,”](#) Microsoft, 2022.

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³[“Technology Can Help Unlock a New Future for Frontline Workers,”](#) Microsoft, 2022.

⁴[“5 ways Microsoft Viva helps businesses save time and money,”](#) Microsoft, 2022.

⁵[“What Frontline Workers Care About in 2023,”](#) Lighthouse Research, 2022.

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⁷[“Essential Roles, Unmet Needs,”](#) Economist Impact, 2023.

⁸[“The Total Economic Impact™ of Microsoft 365 for Frontline Workers,”](#) A commissioned study conducted by Forrester Consulting, February 2024.

DISCLAIMER: Some Microsoft 365 and Office 365 suites no longer include Microsoft Teams. [Learn more.](#)

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